

## CLAIMS

What is claimed is:

1. A method to operate a wireless data communications system, comprising:

receiving at a device a multicast message flow comprising content and a flow identification;

determining a type of content from multicast identification information that comprises a part of the flow identification; and

passing the flow to an appropriate content processing entity.

2. A method as in claim 1, further comprising sending a request from the device to obtain information about a multicast program from a content server.

3. A method as in claim 1, where the multicast identification information comprises security information associated with the content.

4. A method as in claim 1, where a content server sends a list of multicast flows as part of the multicast identification information.

5. A method as in claim 1, further comprising selecting a multicast program based on the multicast identification information via a user interface of the device.

6. A method as in claim 1, further comprising selectively requesting from a content server descriptive information regarding a multicast content flow.

7. A method as in claim 6, where the requested descriptive information concerns an update of at least one of firmware and application data.

8. A method as in claim 1, where the multicast identification information is represented using one of Extended Markup Language (XML), or Synchronization Markup Language (SyncML), for transmission over-the-air (OTA).

9. A method as in claim 1, where multicast identification information associated with different multicast flows is represented in a tree-like structure associated with a management framework.

10. A method as in claim 9, where the management framework comprises an Open Mobile Alliance (OMA) Device Management framework.

11. A mobile host comprising a wireless transceiver coupled to a controller that operates under control of a stored program to receive a multicast message flow comprising content and a flow identification; to determine a type of content from multicast identification information that comprises a part of the flow identification; and to pass the flow to an appropriate content processing entity.

12. A mobile host as in claim 11, said controller further operable to send a request to obtain information about a multicast program from a content server.

13. A mobile host as in claim 11, where the multicast identification information comprises security information associated with the content.

14. A mobile host as in claim 11, where said controller is further operable to receive a list of multicast flows from a content server as part of the multicast identification information.

15. A mobile host as in claim 11, further comprising a user interface, and where said controller is further operable to select a multicast program based on the multicast identification information in accordance with an input received from said user interface.

16. A mobile host as in claim 11, where said controller is further operable to selectively request from a content server descriptive information regarding a multicast content flow.

17. A mobile host as in claim 16, where the requested descriptive information concerns an update of at least one of firmware and application data.

18. A mobile host as in claim 11, where the multicast identification information is represented using one of Extended Markup Language (XML), or Synchronization Markup Language (SyncML), for transmission over-the-air (OTA) to said mobile host.

19. A mobile host as in claim 11, where multicast identification information associated with different multicast flows is represented in a tree-like structure associated with a management framework.

20. A mobile host as in claim 19, where the management framework comprises an Open Mobile Alliance (OMA) Device Management framework.

21. A mobile host as in claim 11, where said multicast identification information is represented as a data structure and where said controller is operable to parse said data structure to retrieve flow-related information therefrom, said data structure comprising fields that include a type identification field specifying a flow type; a provider identification field for identifying a provider of firmware; a vendor identification for identifying a vendor of firmware; and an application identification field for identifying an application in the mobile host that uses the content delivered in the flow.

22. A multicast content server coupled to a plurality of mobile hosts via at least one wireless network, said server operable to send a multicast message flow comprising content and a flow identification towards said plurality of mobile hosts, said flow identification comprising multicast identification information represented as a data structure comprising fields that include a type identification field specifying a flow type; a provider identification field for identifying a provider of firmware; a vendor identification for identifying a vendor of firmware; and an application identification field for identifying an application in each of the plurality of mobile hosts that uses the content delivered in the flow.

23. A multicast content server as in claim 22, where the multicast identification information is represented using one of Extended Markup Language (XML), or Synchronization Markup Language (SyncML), for transmission over-the-air (OTA) to said plurality of mobile hosts.

24. A multicast content server as in claim 22, where multicast identification information associated with different multicast flows is represented in a tree-like structure associated with a management framework.

25. A multicast content server as in claim 24, where the management framework comprises an Open Mobile Alliance (OMA) Device Management framework.

26. A data structure for the management of a multicast flow having content to a plurality of mobile hosts, said data structure comprising a type identification field specifying a flow type; a provider identification field for identifying a provider of firmware; a vendor identification for identifying a vendor of firmware; and an application identification field for identifying an application in the mobile host that uses the content delivered in the flow.

27. A data structure as in claim 26, where said data structure is represented using one of Extended Markup Language (XML), or Synchronization Markup Language (SyncML), for transmission over-the-air (OTA) to said plurality of mobile hosts.

28. A data structure as in claim 26, where said data structure forms a part of multicast identification information, and where multicast identification information associated with different multicast flows is represented in a tree-like structure associated with a management framework.

29. A data structure as in claim 28, where the management framework comprises an Open Mobile Alliance (OMA) Device Management framework.